

At-a-glance target audience analysis

Learner Demographics

What is your learner's:

- Age
- Gender
- Job
- Job expertise
- Job level (e.g., manager, leadership, employee)
- Primary language
- Formal education level
- Location

Learner Attitudes

- How much does your learner want to take this training?
- Do they think it will help them?
- What do you need to provide (statistics, research, etc.) to 'sell' the learner?

Knowledge and Application

- Does the learner have prior knowledge of this topic? Does it vary across learners?
- Is prerequisite/primer content needed?
- What are their professional goals?
- What do they need to learn?
- How much do they need this training?
- Are their hard deadlines for training the target learners?
- How will they apply what they learn on the job?

Learner Preferences

- How do learners want to learn - e.g., in-person, job aids, VILT, eLearning?
- What motivates them to learn - e.g., gamifying, certificates, etc.?
- Do your learners like technology?